



United States Mint Embarks on Major Update of Its Numismatic Product Portfolio

November 10, 2008

WASHINGTON — The United States Mint is conducting a comprehensive, top-to-bottom review of its numismatic product portfolio to focus next year on those products collectors most appreciate and order most often.

"We are responding to the collector community which has spoken loudly and clearly," said United States Mint Director Ed Moy. "Customers have told us there are just too many products. We agree, and it's time the United States Mint trims down and concentrates on the products our customers love most."

Trimming the 2009 portfolio will afford the United States Mint the opportunity to focus resources on its core products. It will spotlight offerings with broad appeal, such as its annual United States Mint Proof Sets. With fewer products to manufacture, the United States Mint will be able to offer proof sets and other products earlier in the calendar year beginning in 2010, making them available for customers to purchase for more occasions.

The United States Mint relied principally on the number of units sold in determining which products or product lines have been most popular with collectors and other customers. More than 550 individual coin and medal products were evaluated; nearly 200 of those coin and medal products will remain in the new portfolio.

The United States Mint will analyze its products each year to ensure the best portfolio is maintained.

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